

IWRP Catchy Name Process Outcome

April 12, 2016

Plan



Task Force

Water Forward Task Force



Web Page

austintexas.gov/waterforward



Twitter

[#ATXwaterforward](https://twitter.com/ATXwaterforward)



IWRP Naming Exercise Feedback

Poster displayed at Zilker Garden Festival, April 2-3, 2016



Help Us Name Austin's Integrated Water Resource Plan

Austin is one of the fastest growing cities in the country. With this rising population comes a need to plan for our water future. Austin Water is working with other city departments and a citizen task force to develop a water plan for the next century. We want your help to name our 100-year water plan.

Below are four top ideas of names for the plan. Please tell us what you think.

1 Austin's Water Future
Agua Para el Futuro de Austin

2 Water Forward
Agua Adelante

3 Water Beyond
Más Allá del Agua

4 The Next Century of Water
El Próximo Siglo del Agua

Please give us your comments on these names or additional ideas!

The Cascade Plan

H₂O 2 Go

Water You
Waiting For

Houston
Water
Plan

AUSTIN
WATER
FORWARD

RAIN
CATCHMENT!
STORM DRAIN
CATCHMENT

Water We
Gonna do about
our Water?!

KEEP
AUSTIN
WATERED

AQUA-LITY
PLAN
FOR H₂O

Austin
Aqua

IWRP Naming
Online Survey Feedback

4/6/2016

1	I prefer number 1 or perhaps The Next Century of Austin's Water. Water Forward sounds like a campaign or non-profit and Water Beyond sounds like a Star Trek episode.
2	Water Forward Agua Adelante
3	Austin's Plan for Water Sustainability
4	The Next Century of Water
5	Water 100
6	Austin's Water Future This sums it up best.
7	Austin's Water Future
8	Austin's Water Future (it is necessary to be as straightforward as possible from my perspective)
9	I like water forward - it reminds me of "pay it forward" - to have water both today and in the future - we'll need to pay it forward and plan well today.
10	First of all, the USA is an english speaking country. Don't show a spanish translation! Austin's Water Future works for me.
11	Perhaps "The Future of Austin's Water" Otherwise, "The Next Century of Water"
12	The Next Century of Water
13	Water forward and water beyond are too vague. I like Austin's Water future...that is very clear. The next century of water is ok but better if you add in Austin. Of these - Austin's Water Future is the best by far.
14	Water Future in Focus
15	Creek City Water Future ATX Water Futures
16	I do not like any of these names. I think the name should be something like... "Water for the Next Century" "Austin's Plan for Assuring Adequate and Clean Water for the next 100 Years and Beyond"
17	Water forward!
18	Water forward
19	Water Forward or The Next Century of Water
20	Of these, I prefer the first one, but don't like any very much. How about Hundred-Year Water Plan
21	A few other suggestions: Sustainable Water Austin Water Security Plan Water Future Plan Water Horizon Plan
22	Water Forward! (with the !)
23	I especially like "Austin's Water Future." It is straightforward / direct. I am not a native Spanish speaker, but I remember from studying US-Latin American history that "para" can be both "for" and (ironically) "against" (as in "stopping"--as in, "Water stops Austin's future"). Back in J.F. Kennedy's day, the "Alliance for Progress" was translated "Alianza para el Progreso" in Spanish, which meant both "Alliance for Progress" and "the Alliance that stops progress" (!). So maybe "Agua Para el Futuro de Austin" could be "El Futuro de Agua en Austin" (the future of water in Austin). Just a suggestion. But, again, I defer to native speakers. Matt Hollon, WPD
24	While none of them just thrill me, I like "Water Forward" the best. It at least has the feeling that we are looking forward but also searching for ways to be on the forefront of sustainable water resource management.
25	Out of these four I like Water Forward. Also consider Smart Water Plan
26	Water Stock
27	Austin's Water Resources Today, Tomorrow and Beyond I think is a better description of what the plan really describes. It is more than just our future water. It is the water we have today and how we manage it. The water we hope to have tomorrow, where it may come from and how we manage it as well as thinking outside the box with strategies beyond.
28	Austin's Water Future
29	Water for Living Austin
30	The Next Century of Water El Próximo Siglo del Agua Would be my choice. I'm all for being very literal so that there is no doubt what the plan is supposed to be for.

WE NEED YOUR INPUT

Your participation is essential!

- Learn more at our website; leave a question or comment
- Sign up for our monthly eNewsletter
- Visit a monthly Task Force meeting or watch meetings online
- Look for us at local events

FOLLOW US!



#MAKEITLAST
AUSTINWATER.ORG



Austin
WATER

INTEGRATED WATER
RESOURCE PLAN

Note: Please develop suggestions for how to layout title (catchy name) and subtitle (Integrated Water Resource Plan)



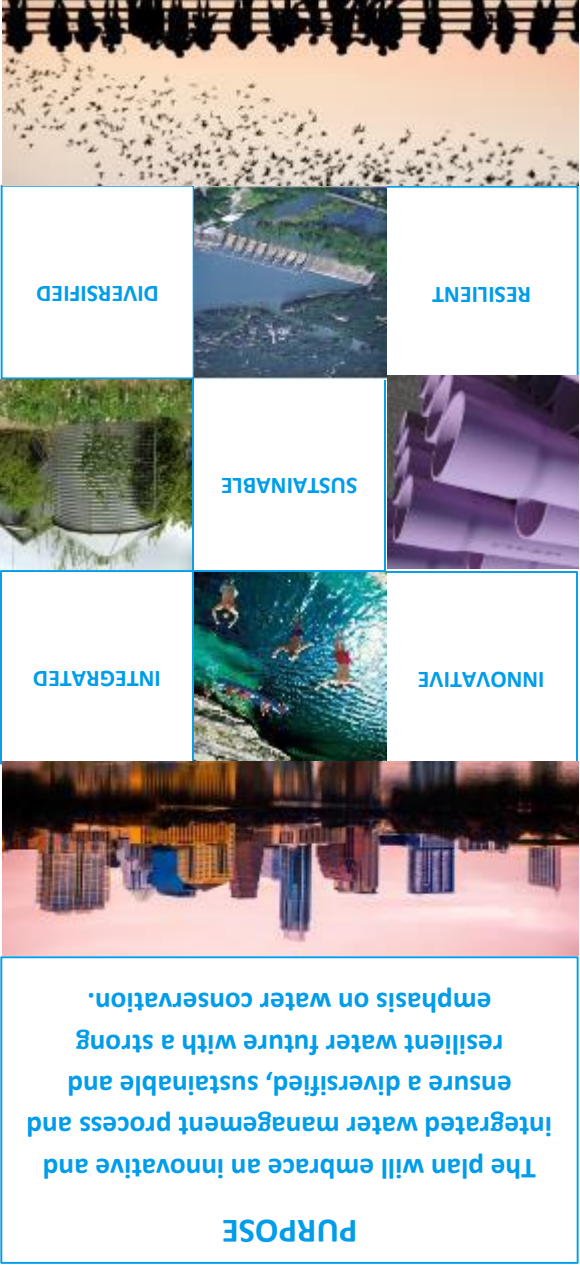
The Austin community has risen to meet challenges posed by drought to protect our water resources. To continue to meet these challenges and plan for a rapidly growing population and changing climate, Austin Water is working with other city departments, a citizen task force, and the community to develop a water plan for the next century.



Austin Water's mission is to provide safe, reliable, and high quality, and affordable water services to our customers so that all community needs for water are met.

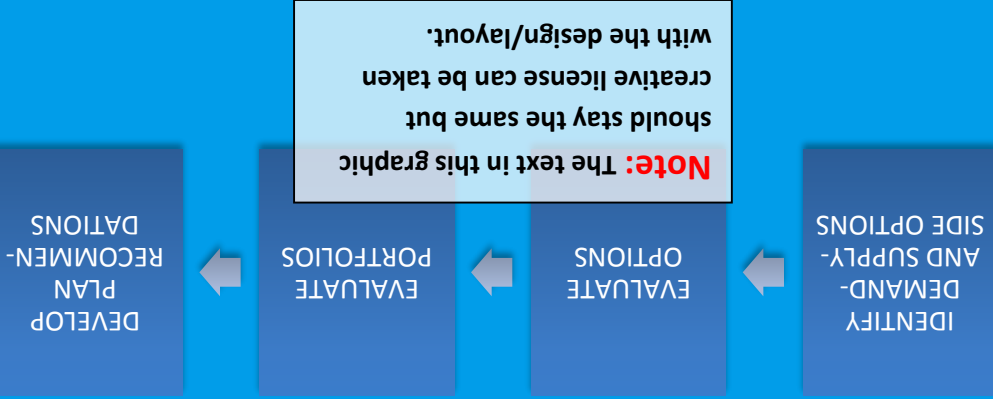
We've delivered on this commitment for over 100 years.

Now, we're looking forward to the next 100!



PROJECT APPROACH

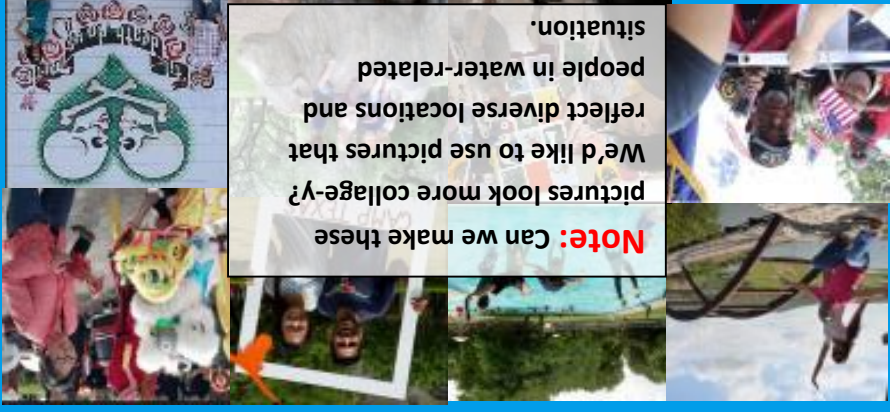
Currently, all of Austin's drinking water comes from the Colorado River, an important supply for our water future. The 100-year water plan will recommend portfolios of supply and demand-side options, including conservation, to meet our community's water needs.



PUBLIC OUTREACH

Public outreach will be essential and ongoing.

Outreach goals include identifying community values and seeking input from stakeholders who reflect the diversity of Austin.



Tell us what's important to you when it comes to Austin's water future!

What things are important to you when it comes to water?

What do you see as issues or challenges as we plan Austin's future water resources?

What do you think we should do to make sure we have water over the next 100 years?

What other suggestions, comments, or questions do you have?

Optional Information

What is your gender? _____

What is your race/ethnicity?

- ☐ Anglo
- ☐ African-American
- ☐ Asian-American
- ☐ Hispanic/Latino
- ☐ Other, please specify

What is your household yearly income?

- ☐ Less than \$24,999
- ☐ \$25,000 - \$49,999
- ☐ \$50,000 - \$74,999
- ☐ \$75,000 - \$149,999
- ☐ More than \$150,000

What Austin City Council District do you live in?

- ☐ List # of district (1-10) or council member. _____
- ☐ If unsure, please provide zip code.

What is the highest level of education you have attained?

- ☐ Less than a high school diploma
- ☐ High school diploma
- ☐ Some college/Associates' degree
- ☐ Bachelor's degree or higher

Do you live in a ...

- ☐ Single-Family Home
- ☐ Duplex or Triplex
- ☐ Multi-Family
- ☐ Other